I can only imagine the sorry state of freedom in the USA will be like if anti first amendment bills like this become law. The governments of Stalinist Russia and Facist Germany used censorship of the media to keep an iron grip on their people.

Sure, right now it may be about non-political issues like traffic and weather, but it could lead to censorship of anybody with a new media technology and a political viewpoint that is different from the right-wing corporate media establishment of today.